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TRANSMITTAL FORM

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Total Number of Pages in This Submission

16

Application Number

10/736,800

Filing Date

December 15, 2003

First Named Inventor

Scott BLUM

Art Unit

3625

Examiner Name

Mark A. FADOK

Attorney Docket Number

30289-1010

ENCLOSURES (Check all that apply)

☐

Fee Transmittal Form

☐

Fee Attached

☒

Amendment/Reply

☐

After Final

☐

Affidavits/declaration(s)

☐

Extension of Time Request

☐

Express Abandonment Request

☐

Information Disclosure Statement

☐

Certified Copy of Priority Document(s)

☐

Reply to Missing Parts/
Incomplete Application

☐

Reply to Missing Parts
under 37 CFR 1.52 or 1.53

☐

Drawing(s)

☐

Licensing-related Papers

☐

Petition

☐

Petition to Convert to a
Provisional Application

☐

Power of Attorney, Revocation
Change of Correspondence Address

☐

Terminal Disclaimer

☐

Request for Refund

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CD, Number of CD(s) _____

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Landscape Table on CD

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After Allowance Communication to TC

☐

Appeal Communication to Board
of Appeals and Interferences

☐

Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

☐

Proprietary Information

☐

Status Letter

☒

Other Enclosure(s) (please identify
below):

Return-receipt postcard.

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

Luce, Forward, Hamilton & Scripps LLP

Signature

Printed name

Mitchell P. Brook, Esq.

Date

November 22, 2006

Reg. No.

32,967

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Amy M. Sheridan

Date

November 22, 2006

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Atty. Docket No. 30289-1010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Group Art Unit:	3625
Scott BLUM)		
Serial No.:)	Examiner:	Mark A. FADOK
10/736,800)		
Filed:)	Confirmation No.:	4139
December 15, 2003)		
For:)		
DIGITAL CONTENT AND)		
PRODUCT ORDERING)		
APPARATUS AND METHOD)		

San Diego, California
November 22, 2006

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action dated August 23, 2006 ("Office Action"), the following amendment and remarks are submitted for the Examiner's consideration:

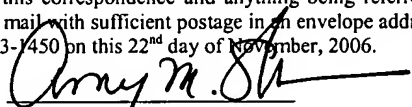
Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 12 of this paper.

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Amy M. Sheridan